

LEO BURNETT U.S.A.

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There's more to choosing
a low-tar cigarette
than just picking a number.



Any low-tar cigarette will give you a low-tar number. But there's something else that you should consider. We call it "filter feedback."

 As you smoke, tar builds up on the tip of your cigarette filter. That's "filter feedback." Ordinary flush-tipped filters put that tar buildup flat against your lips.

And that's where low-tar Parliament has the advantage. Parliament's filter is recessed to keep tar buildup from touching your lips. So there's no "filter feedback." All you get is that smooth Parliament taste.



10 mg
Kings
12 mg
100's

Low-tar Parliament
More than just a low-tar number.

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Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Kings: 10 mg "tar," 0.6 mg nicotine—
100's: 12 mg "tar," 0.7 mg nicotine av. per cigarette. FTC Report, Aug. 77.

